



WSOC-TV
1801 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 331233

Schedule Dates

10/09/12-10/15/12

Advertiser

Pol/ISS/NC Citizens 4 Progress (16868)

Agency

Shorr & Associates (2909)

Product

Political - Issue (1068)

Brand

NC CITIZENS PROGRESS (136194)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

D'ETTORRE, MICHAEL

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

NC CITIZENS PROGRESS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** NC CITIZENS FOR PROGRESS

Date Entered 09/12/12
Last Modified 10/08/12
Entered By Jill Hipskind
CO-OP No
Headline # 06313244
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,925.00
Net Total \$50,575.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month Spots Rate

Oct. 2012 38 \$59,500.00

Grand Total: 38 \$59,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	5:30A- 6A (EST)	1		1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
1.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	5:30A- 6A (EST)	1	1	1	1	1				4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
2.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	5:30A- 6A (EST)	1								1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
2.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	5:30A- 6A (EST)	1	1							1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
3.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	7A- 8A (EST)	1		1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
3.1	Revised Line / Spot	10/09/12-10/12/12	2	:30	7A- 8A (EST)	1	1	1	1	1				4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
3.2	Normal Line / Spot	10/09/12-10/11/12	2	:30	7A- 8A (EST)	1	1	1	1					3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
4.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	7A- 8A (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
4.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	7A- 8A (EST)	1	1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
5.0	Revised Line / Spot	10/23/12-10/23/12	2	:30	8A- 9A (EST)	1		1						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
5.1	Revised Line / Spot	10/09/12-10/09/12	2	:30	8A- 9A (EST)	1	1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
5.2	Normal Line / Spot(8/E)	10/09/12-10/09/12	2	:15	11:58A- 9A (EST)	1	1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
6.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	8A- 9A (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
6.1	Revised Line / Spot	10/15/12-10/15/12	2	:30	8A- 9A (EST)	1	1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

CONFIRMATION CONTRACT

Comments:

Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Agency Shorr & Associates (2909)
Product Political - Issue (1068)
Brand NC CITIZENS PROGRESS (136194)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name D'ETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
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Charlotte (WSOC)
By Broadcast Month
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Spots 38
Rate \$59,500.00
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6.2	Normal Line / Spot (8/E)	10/15/12-10/15/12	2	:15	5:15A- 9A (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
7.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	12P- 1P (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
7.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
8.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	12P- 1P (EST)												Charlotte (WSOC)	1X MAX/DAY	9/12/12
8.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	12P- 1P (EST)	1								1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
9.0	Revised Line / Spot	10/23/12-10/26/12	4	:30	4P- 5P (EST)			2	2	2	2						Charlotte (WSOC)	2X MAX/DAY	9/12/12
9.1	Normal Line / Spot	10/09/12-10/12/12	4	:30	4P- 5P (EST)			2	2	2	2			8	\$850.00	\$6,800.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
10.0	Revised Line / Spot	10/29/12-10/29/12	4	:30	4P- 5P (EST)												Charlotte (WSOC)	2X MAX/DAY	9/12/12
10.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	4P- 5P (EST)	2								2	\$850.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
11.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	5:30P- 6P (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
11.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	5:30P- 6P (EST)			1	1	1	1			4	\$2,600.00	\$10,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
12.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	5:30P- 6P (EST)												Charlotte (WSOC)	1X MAX/DAY	9/12/12
12.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	5:30P- 6P (EST)	1								1	\$2,600.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
13.0	Revised Line / Spot	10/24/12-10/25/12	2	:30	6P- 6:30P (EST)				1	1							Charlotte (WSOC)	1X MAX/DAY	9/12/12

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14.0	Revised Line / Spot	10/24/12-10/24/12	2	:30	11P- 11:35P (EST)	1			1					1			Charlotte (WSOC)	1X MAX/DAY	9/12/12
14.1	Revised Line / Spot	10/10/12-10/10/12	2	:30	11P- 11:35P (EST)	1			1					1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
14.2	Normal Line / Spot (B/E)	10/10/12-10/10/12	2	:15	11P- 11:35P (EST)	1			1					1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
15.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	11P- 11:35P (EST)	1			1					1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
15.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	11P- 11:35P (EST)	1			1					1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
16.0	Revised Line / Spot	10/27/12-10/27/12	2	:30	7A- 8A (EST)	1					1			1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
16.1	Normal Line / Spot	10/13/12-10/13/12	2	:30	7A- 8A (EST)	1					1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
17.0	Revised Line / Spot	10/27/12-10/27/12	2	:30	8A- 9A (EST)	1					1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
17.1	Revised Line / Spot	10/13/12-10/13/12	2	:30	8A- 9A (EST)	1					1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
17.2	Normal Line / Spot (B/E)	10/13/12-10/13/12	2	:15	11:58A- 9A (EST)	1					1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/8/12
18.0	Normal Line / Spot (B/E)	10/10/12-10/12/12	2	:15	11:57A- 8A (EST)	1			1	1	1			2					

CONFIRMATION CONTRACT

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